



Edenred

WORKBOOK

Building a World-Class Recognition and Reward Programme



Set the scene:

Business Name:

Your People:

Number of Employees:

Number of Offices:

Average Tenure:

Number of Locations:

List current reward and recognition activities:

How does recognition and reward happen most frequently in our organisation?

How would someone recognise or be recognised today?

What are the special recognition events that happen less frequently?

How would my people describe their current recognition experience?

Quick fire recognition and reward check

My people understand how their work contributes to company goals:

Disagree 1 2 3 4 5 Agree

People always use company values to guide their decision making:

Disagree 1 2 3 4 5 Agree

People always feel valued in this company:

Disagree 1 2 3 4 5 Agree

People receive regular recognition or praise for doing good work:

Disagree 1 2 3 4 5 Agree

I feel like I have the tools in place to recognise people in my team:

Disagree 1 2 3 4 5 Agree

Score:

What is your organisation's why?

Encourage and reinforce high performance culture

Engage and motivate offline workforce

Celebrate organisation's culture and values

To create a culture where people feel valued and appreciated

Create visibility for wins across the business

My Recognition BHAG

(Big Hairy Audacious Goal)



The reason I want to build a better recognition and reward programme in my organisation is:

The 6 Pillars of Recognition Success

Highlight the areas where you're doing well and those in which you see opportunities to enhance the employee experience.

Individual

Links to contribution, career, development, performance, feedback and motivation.

Visible

Visible to the business.
Visibility for individuals.

Empowering

Leaders are enabled, educated and have the tools to get on with it.

Consistent

Set rhythms; link to your values, impact and outcomes; measure frequency and impact.

Timely + Authentic

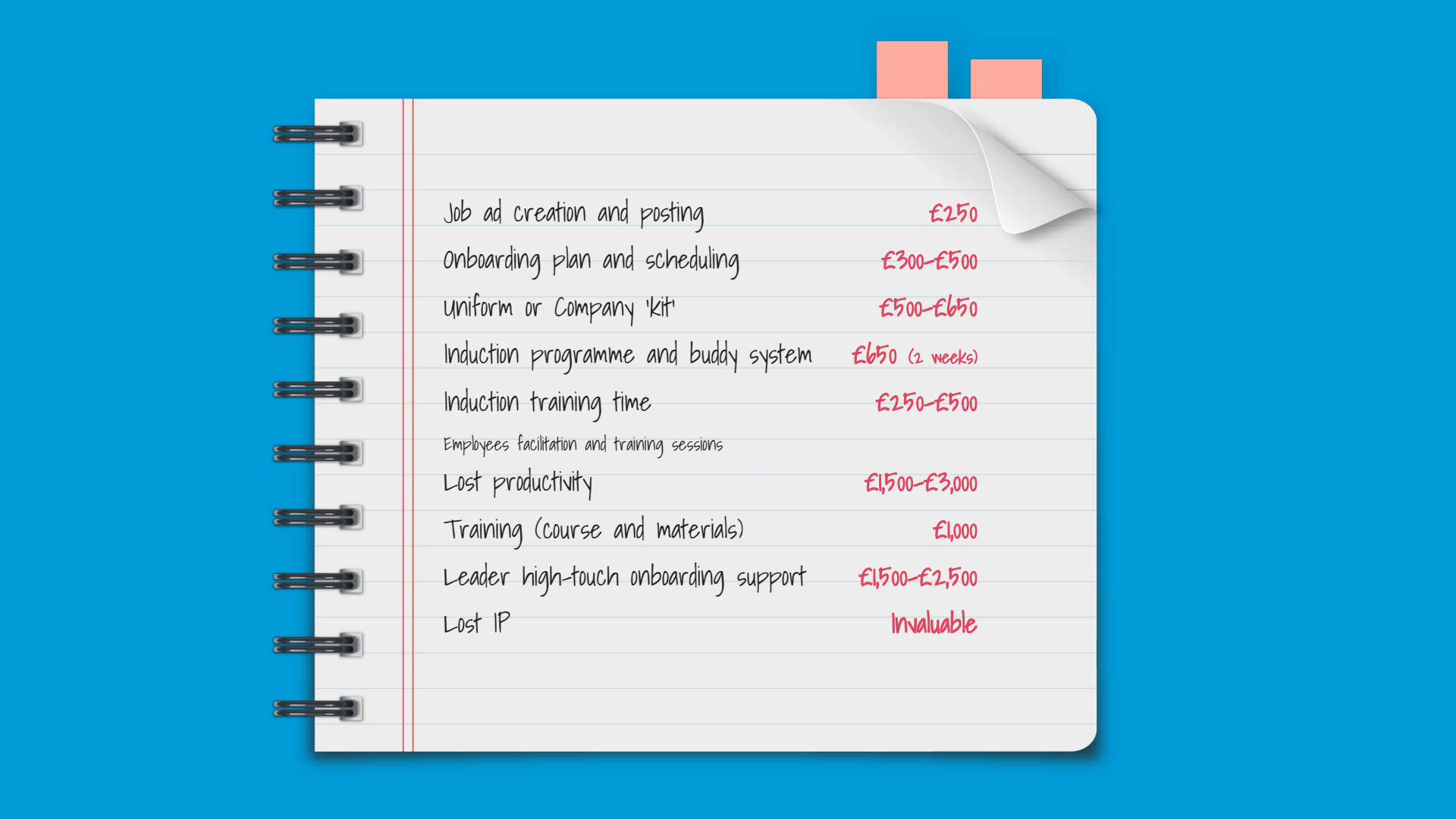
All employees can be recognised as close to the action as possible and are given the freedom to recognise in an authentic way.

Accessible + Fair

Accessible anytime, anywhere and by anyone, with clearly defined and communicated processes.

Your business has been cutting costs lately with the tough economic climate, so how can you justify this investment? Plus, how will you measure ROI?

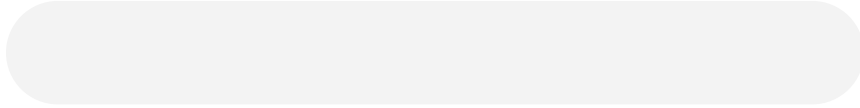




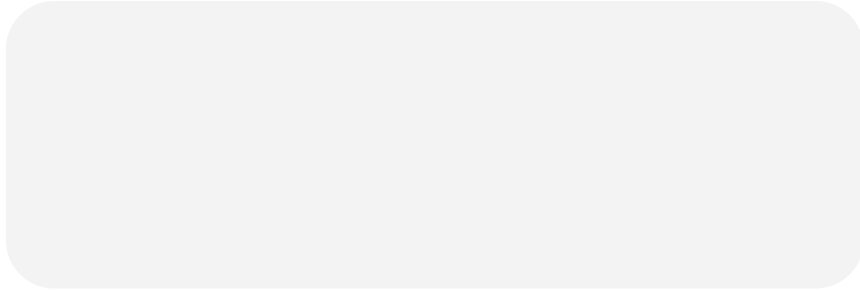
Job ad creation and posting	£250
Onboarding plan and scheduling	£300-£500
Uniform or Company 'kit'	£500-£650
Induction programme and buddy system	£650 (2 weeks)
Induction training time	£250-£500
Employees facilitation and training sessions	
Lost productivity	£1,500-£3,000
Training (course and materials)	£1,000
Leader high-touch onboarding support	£1,500-£2,500
Lost IP	Invaluable

R&R Budget Planning

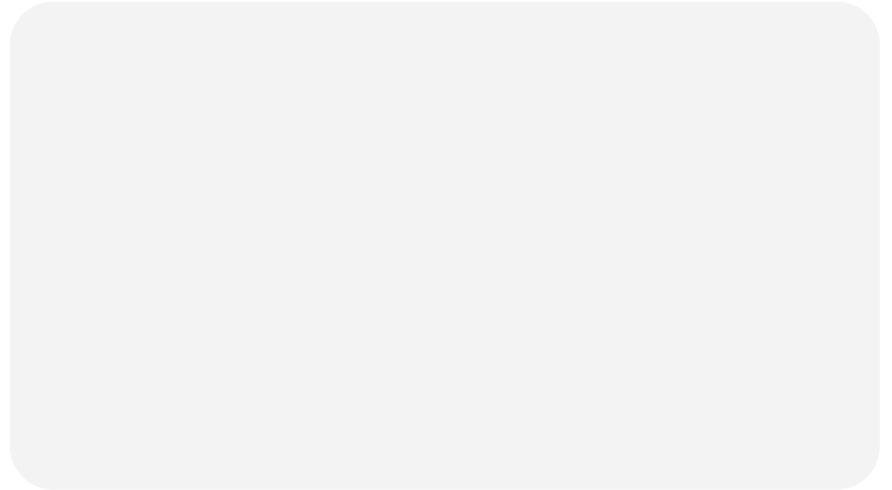
How much budget do we currently allocate for recognition and reward?



Where could we “repurpose” budget to deliver a more impactful engagement experience?



What non-monetary rewards would get people excited and make the most of our budget? i.e. Lunch with the CEO



Name Your Reward and Recognition Programme!



My Programme Name Ideas

Blank rounded rectangular boxes for entering programme name ideas.

Recognition Pyramid



Recognition Pyramid



Anytime, anyone, connects the most people

Greetings & Values

Which greetings, business values and strategies would your people like to see represented on eCards?

Values and Behaviours	Strategic Goals	Greetings
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Examples of Greeting eCards



Peer-to-Peer Recognition

This level of recognition can touch the most people and has a lot of power. It's especially meaningful if you highlight topics that appeal to employees and managers alike. Which types of cards will people want to send?

Values and Behaviors

e.g. Teamwork

Strategic Goals

e.g. Cross-selling

Greetings

e.g. Welcome

Examples of eCard Designs



Recognition Pyramid



Length of service/birthdays/group recognition

Anytime, anyone, connects the most people

Bulk Scheduled Recognition

Automated moments that matter can create a real impact on your employees and their engagement within the programme from day 1 - this can be totally unique to each organisation depending on what you celebrate!

Company-Wide Celebrations

E.g Birthdays

Religious Holidays

E.g Seasons Greetings

DE&I Initiatives

E.g Pride Month

Examples of eCard Designs



Service Milestones

While managers can independently acknowledge someone's anniversary, are there milestones that you want to more formally acknowledge as an organisation?

Anniversary

e.g. One Year

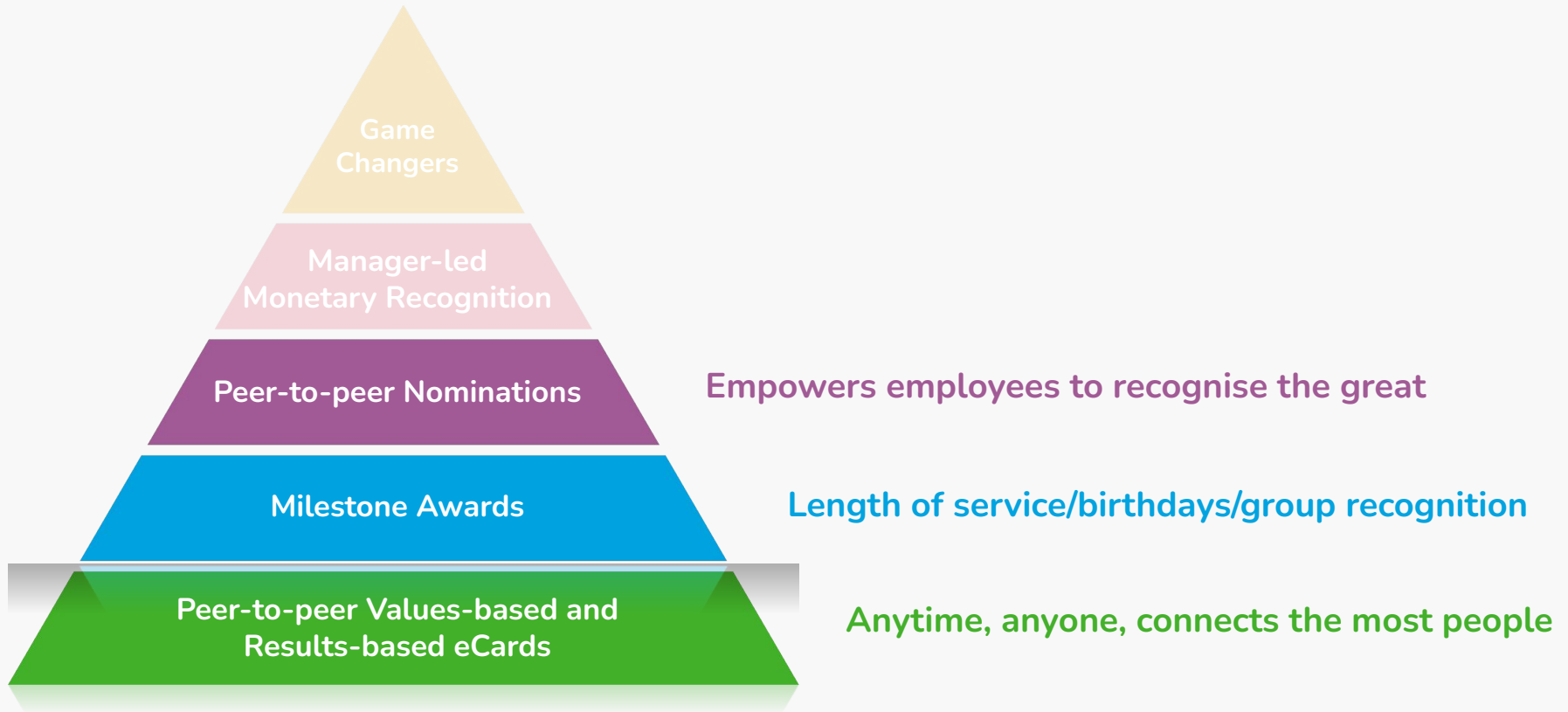
How it will be celebrated

e.g. Automated eCard with \$25 value

Examples eCards



Recognition Pyramid



What to Consider for Nomination Awards

Individual
or Group/team

Budget

Award Values

Timing

Approval
Process

Approvers

Communication

Nomination
Criteria

Eligibility

Visibility

Visuals

Nomination
Window

Nomination Programmes

This level of recognition allows employees to elevate higher impact examples above the sending of a routine eCard. To increase the impact of this level of recognition, these programmes can appear and disappear at certain times of year or can involve an approval process that allows the organization to select “winners”. What topics or groups would benefit from having a nomination programme?

Always On

e.g. Safety Award

Time bound

e.g. Employee of the Month

Segmented

e.g. Call Center Rockstar

Nomination Examples



MAKE YOUR NOMINATION HERE: * indicate

Name:*

Award:*

-- Select --

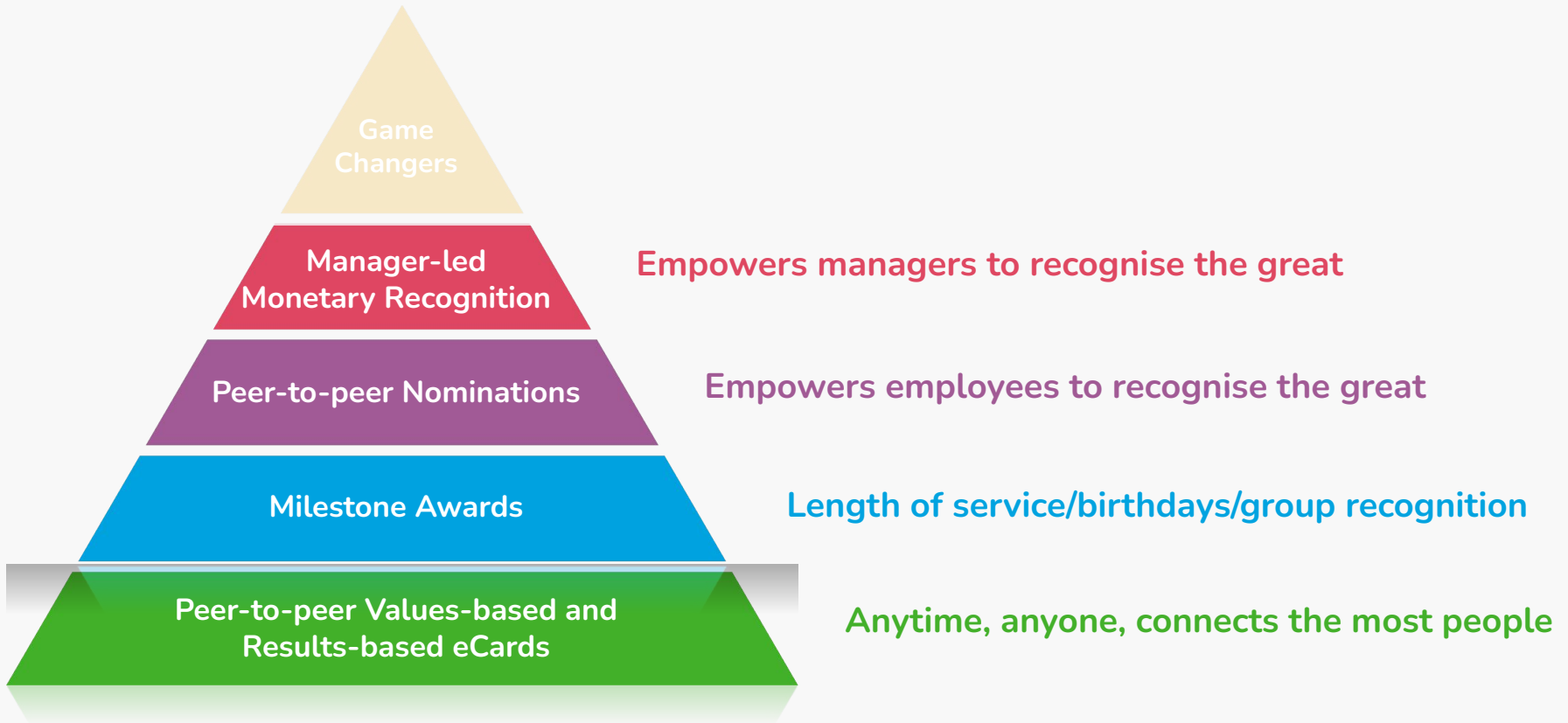
Which value or values the person demonstrated?*

- We delight our customers
- We work hard
- We think global
- We love our job
- We are human
- We speak up
- We own it
- We push the boundaries

Award Reason:*

[Nominate Privately](#) [Nominate & Share](#)

Recognition Pyramid



What to Consider for Manager-Led Awards

Payment
Process

Budget

Award Values

Communication

Award Reason

Connection to
strategic
business
objectives

Eligibility

Visibility

Engaging
Managers

Recognition Pyramid



Game Changers

Some companies love the dramatic nature of an annual or high-profile recognition event. The higher impact the award, the more it can get people talking, you just want to make sure you have a process for selection that won't feel unfair.

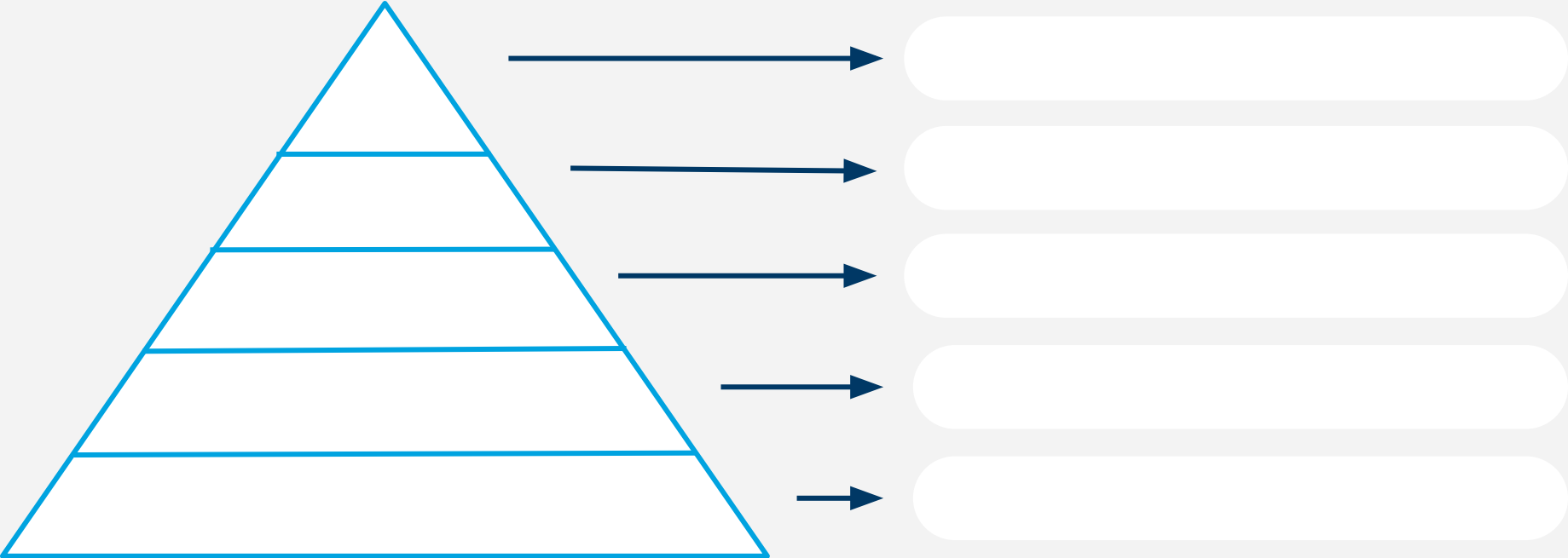
Name	Selection Plan	Award
e.g. Achiever's Award	e.g. Top sales numbers	e.g. £1000

Award Examples

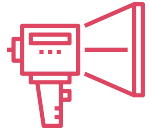


What recognition layers do you need?

Use this blank pyramid to draft the layers of recognition you have and want to preserve and any layers you'd like to add to ensure depth and consistency to your employees' recognition and reward experience.



The 5 A's to Drive Programme Usage



Awareness

Do people know about it? Are you posting or sending reminders?



Access

Can people easily get to the programme to post and view recognition?



Activity

Are there events to promote participation? Do stories include the impact?



Advocates

Are you working with influencers to promote the programme within groups?



Analytics

Do you review and share metrics to celebrate success and make adjustments?

Onboarding Communication Channels

Creating multiple touchpoints to enhance visibility of your recognition brand and help educate employees

Emails, Social
Networks,
Intranet,
Digital
Networks

Videos,
Webinars,
TV screens,
meeting
backgrounds,
Splash
screens

Printed
posters,
flyers,
postcards,
desk / site
drops

Champions
programme
+ Manager
Briefing
Packs

Onsite
Roadshow
(if allowed)

Branded
merchandise